

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1. (Currently Amended) A system for conditionally redeeming an electronic coupon, comprising:

a distribution module interactively distributing an adaptive electronic coupon having electronic coupon metadata to a user based on at least one predetermined rule; the electronic coupon metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment;

a redemption system honoring the adaptive electronic coupon at a time and place of redemption based on the metadata and predetermined conditions relating to the personal data of the user and the redemption environment; and

a handheld device receiving and storing the electronic coupon and the metadata wherein said handheld device is adapted to provide redemption information about the electronic coupon to said redemption system by data communication with a cash register of a retailer at the time and place of redemption.

2. (Original) The system of claim 1, comprising a verification system verifying that the predetermined conditions have been met at the time and place of redemption.

3. (Original) The system of claim 1, wherein the redemption characteristics correspond to a redemption category and a redemption value.

4. (Original) The system of claim 1, wherein the predetermined conditions relate to a time of redemption.

5. (Original) The system of claim 1, wherein the predetermined conditions relate to a place of redemption.

6. (Original) The system of claim 1, wherein the predetermined conditions relate to a weather condition at a time and place of redemption.

7. (Currently Amended) A method of conditionally redeeming an adaptive electronic coupon, comprising:

interactively distributing an adaptive electronic coupon to a user based on at least one predetermined rule, wherein the coupon has metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to a personal data of the user and a redemption environment;

automatically changing redemption characteristics of the coupon based on predetermined conditions relating to personal data of the user and a redemption environment;

honoring the adaptive electronic coupon at a time and place of redemption based on the predetermined conditions relating to the personal data of the user and the redemption environment; and

employing a handheld device to receive and store the electronic coupon and the metadata, and to provide redemption information about the electronic coupon by data communication with a cash register of a retailer at the time and place of redemption.

8. (Previously Presented) The method of claim 7, wherein the adaptive electronic coupon has a redemption category, a redemption value, and adaptability metadata defining dependency of at least one of the redemption category or the redemption value on the predetermined conditions.

9. (Previously Presented) The method of claim 8, wherein said automatically changing redemption characteristics of the coupon based on predetermined conditions relating to personal data of the user and a redemption environment corresponds to changing at least one of the redemption category or the redemption value according to the predetermined conditions.

10. (Original) The method of claim 7 comprising verifying that the predetermined conditions have been met at the time and place of redemption.

11. (Original) The method of claim 7, wherein the predetermined conditions relate to a time of redemption.

12. (Original) The method of claim 7, wherein the predetermined conditions relate to a place of redemption.

13. (Original) The method of claim 7, wherein the predetermined conditions relate to a weather condition at a time and place of redemption.

14. (Withdrawn) A hand-held device comprising:

- a communication system for controlling at least one consumer electronic product corresponding to a broadcast media delivery device;
- a memory storing a user reward corresponding to an electronic coupon having redemption terms, wherein the coupon has metadata automatically changing the redemption terms of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment ;
- a processing system having user interaction capability and an embedded procedure adapted to mediate the user reward.

15. (Withdrawn) The device of claim 14 wherein said processing system includes embedded procedure to discourage channel changing.

16. (Withdrawn) The device of claim 14 wherein said embedded procedure includes mediating a viewer reward according to variable redemption terms relating to personal data of a user and a place of redemption.

17. (Withdrawn) The device of claim 14 wherein said embedded procedure includes procedure to synchronize channel changes between plural consumer electronic products.

18. (Withdrawn) The device of claim 17 wherein said plural products include a television receiver and a video recorder.

19. (Withdrawn) The device of claim 14 wherein said embedded procedure implements a channel redirection operation.

20. (Withdrawn) The device of claim 14 wherein said embedded procedure implements a show reminder operation.

21. (Withdrawn) The device of claim 14 wherein said memory is removable.

22. (Withdrawn) The device of claim 14 further comprising system to synchronize said memory with a second memory associated with a consumer electronic product.

23. (Withdrawn) The device of claim 14 further comprising system to synchronize said memory with a second memory associated with a set top box.

24. (Currently Amended) A portable electronic coupon viewer comprising,  
a hand-held device having electronic memory associated therewith;  
a storage module that preloads data associated with a media content  
and that is readable by the handheld device;

a data structure defined within said memory for storing electronic coupon data, including coupon metadata that embeds information regarding the commercial terms of said coupon, wherein the coupon metadata automatically changes redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment; and

an active display embedded in the handheld device and adapted to visually render an electronic coupon according to the electronic coupon data and one or more variable expiration terms associated therewith,

wherein the handheld device communicates with a distribution module to display information based on the data associated with the media content and invites interactions of the user with the distribution module, wherein the handheld device transmits the interactions of the user to the distribution module, and wherein said handheld device is adapted to provide redemption information about the electronic coupon by data communication with a cash register off a retailer at a time and place of redemption.

25. (Original) The portable viewer of claim 24 wherein said metadata includes at least one datum for mediating redemption expiration terms.

26. (Original) The portable viewer of claim 24 wherein said metadata includes at least one datum for mediating variable redemption terms relating to personal data of a user and a place of redemption.

27. (Currently Amended) An electronic coupon, comprising:  
a computer memory having a data structure to represent said electronic coupon;  
said data structure including metadata that embeds information regarding the commercial terms of said coupon including variable redemption terms, wherein the metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment

wherein said computer memory resides in a handheld device adapted to receive and store the electronic coupon and the metadata, ~~and wherein~~ said electronic coupon has redemption information by which the handheld device redeems the electronic coupon by data communication with a cash register of a retailer at a time and place of redemption, wherein said electronic coupon adjusts the metadata prior to distribution based on interactions between the handheld device and a distribution module of the electronic coupon.

28. (Original) The electronic coupon of claim 27 wherein said metadata includes at least one datum for mediating variable redemption terms relating to personal data of a user and a place of redemption.



29. (Original) The electronic coupon of claim 27 wherein said metadata includes at least one datum for mediating expiration terms.

30. (Previously Presented) The system of claim 1, wherein the cash register has a barcode scanning device, and said handheld device has an active display that performs the data communication by graphically rendering a barcode representing the information for scanning by the barcode scanning device.

31. (Previously Presented) The system of claim 1, wherein the handheld device performs the data communication by wirelessly transmitting a code to the cash register.

32. (Previously Presented) The system of claim 1, wherein said distribution module is media content consumption equipment responsive to remote control signals from the handheld device to control presentation of a plurality of media content selections to the user, the electronic coupon is associated with a designated one of the media content selections, and the media content consumption equipment wirelessly transmits the electronic coupon to the handheld device contingent upon the user accessing the designated one of the media content selections.

33. (Previously Presented) The system of claim 1, wherein the cash register is adapted to prompt an operator of the cash register to verify that the predetermined conditions have been met.

34. (Previously Presented) The system of claim 1, wherein the electronic coupon becomes invalid a predetermined amount of time after performance of the data communication.

35 (New) The system for of claim 1, wherein the distribution module determines availability of the adaptive electronic coupon to the user by applying the at least one predetermined rule to interactions of the user with the distribution module in a predetermined time window.

36 (New) The system of claim 35, wherein the distribution module further adjusts the metadata of the adaptive electronic coupon by applying the at least one predetermined rule to the interactions of the user.

37 (New) The system of claim 1, wherein the distribution module is a household module.

38 (New) The system of claim 37, wherein the household module is one of a television receiver, an audio/video equipment, a set top box, and an interactive entertainment system.

39 (New) The system of claim 1, further comprising a storage module that preloads data associated with a media content and that is readable by the handheld device, wherein the handheld device communicates with the distribution module to display information based on the data associated with the media content and invites interactions of the user with the distribution module, wherein the handheld device transmits the interactions of the user to the distribution module.